



Gebr. Heinemann
Gegründet 1879

New Distribution Concept for Central Asia and Caucasus region

„CCA Heinemann Distribution“

Hamburg, 30.06.2025

Region Caucasus & Central Asia

Expansion Strategy of GH – Key Points

- GH is expanding its presence and enhancing its visibility in the Travel Retail market across Central Asia and the Caucasus by establishing a new warehouse in Baku.
- The new distribution concept will cover the existing operations and unlock new business opportunities.
- As business activity in the region continues to grow, GH is committed to staying close to its customers.
- The implementation of an improved logistics and distribution concept is possible through the integration of Baku warehouse systems with GH central operations.

Region Caucasus & Central Asia

Countries and Shops (EECA)

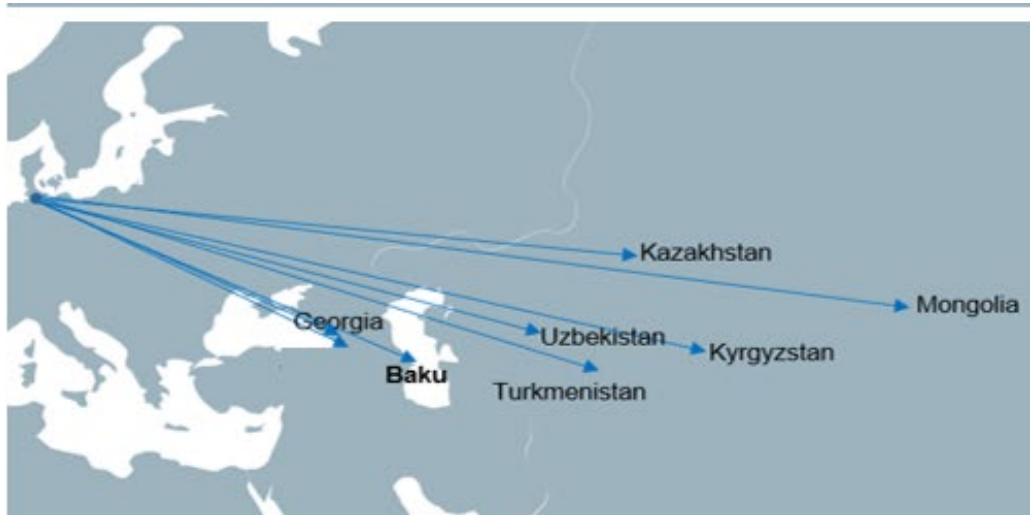
CCA Heinemann will deliver goods to over 40 Duty-Free Shops in 8 countries of Central Asia & Caucasus



The current supply chain vs. CCA Heinemann Distribution concept

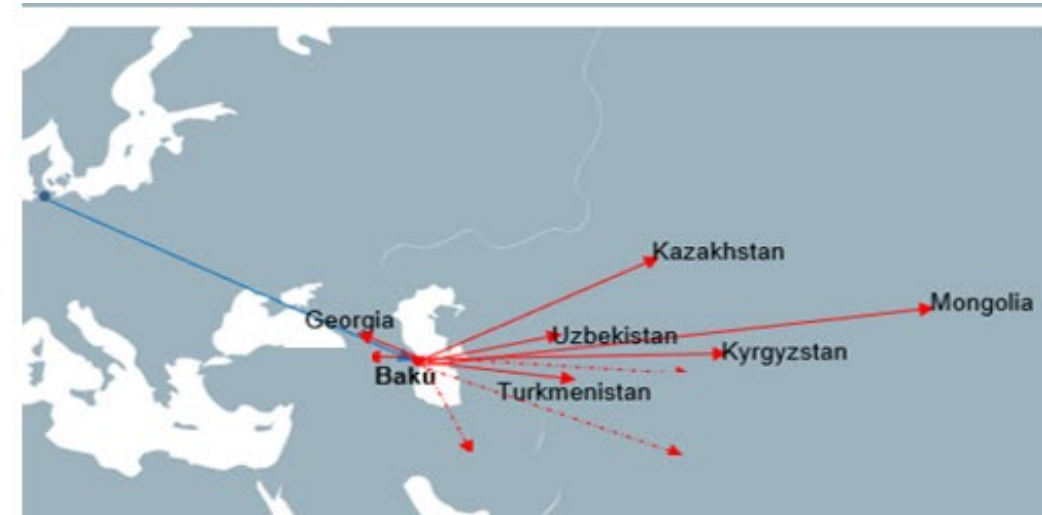
Optimization

Current Supply Chain Model



- Long Lead-Time
- High logistics costs & risks during transport via Eastern Europe and Russia

New Supply Chain Model

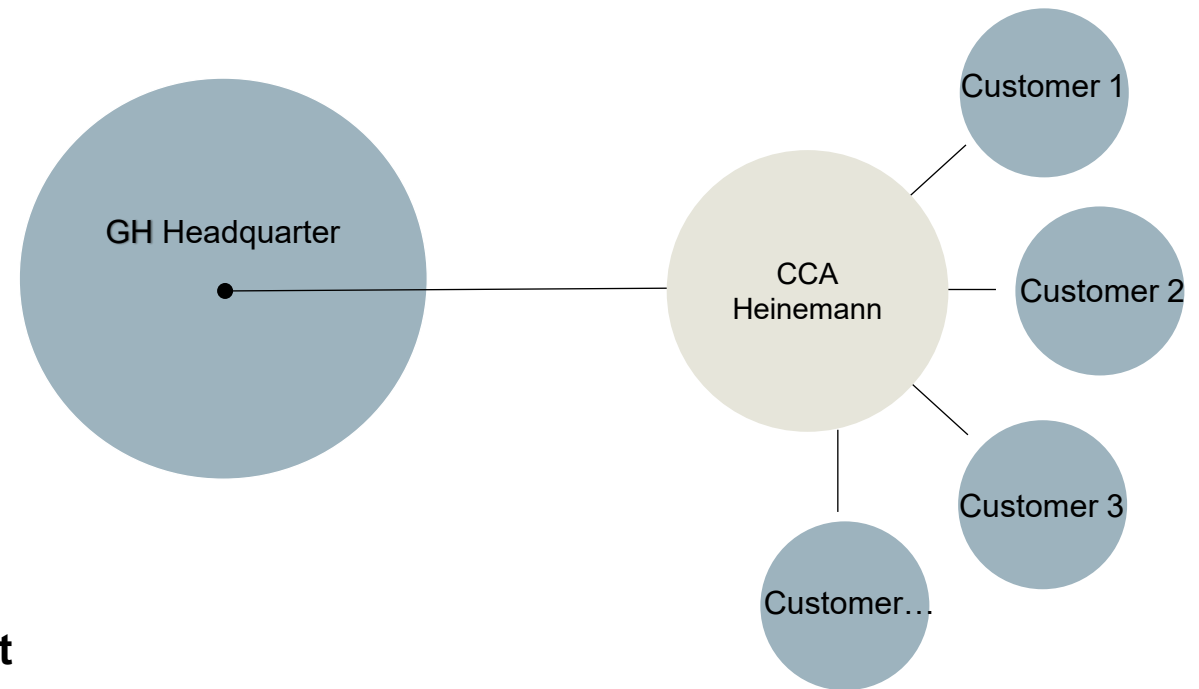


- Reduction of Lead-Time
- Improvement of the **stock availability**
- **Optimization of logistics costs** of air delivery using a multimodal terminal with access to road, rail and sea routes
- Additional Warehouse **Services** (under request)

Set Up of CCA Heinemann Distribution

CCA Heinemann – GH's distribution vehicle for Central Asia and Caucasus

- CCA Heinemann becomes a **distribution vehicle** = supplier and seller of goods to customers in the region
- CCA Heinemann manages & consolidates the stock and ships goods to customers from Baku warehouse (**processes customer orders**)
- GH Headquarter maintains overall customer relations, ensuring alignment on **assortment and pricing** (HeiCloud); provides **category management services and marketing activities** (critical communication & relationship with brands and producers)
- GH Headquarter and CCA Heinemann Distribution share data about flow of goods to **ensure transparency**.



Geographical position of CCA Heinemann Distribution

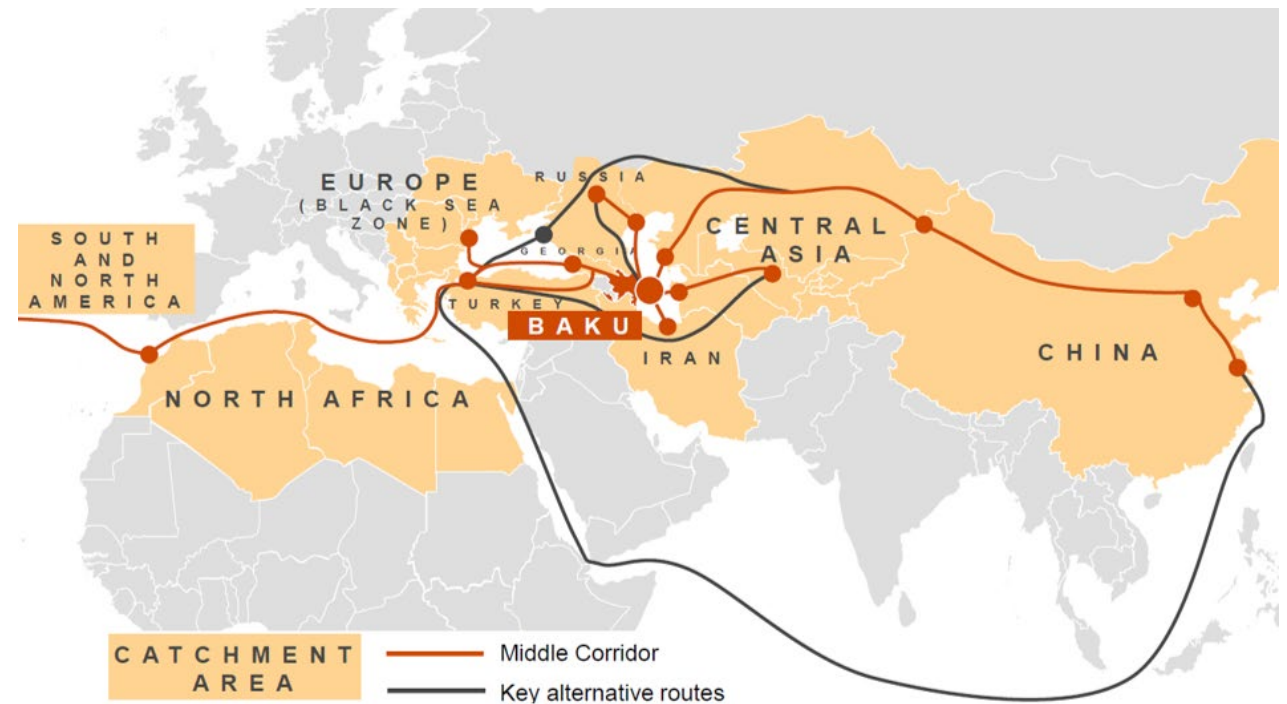
Central and well connected



„We’ve been serving you as a hub alongside the ancient silk road... we still do!“

- **Key Azerbaijani port** located in the center of the Middle Corridor
- **Short and fast cargo transportation** between China and Black Sea Europe
- **Infrastructure** development by Kazakhstani, Azerbaijani, Georgian railways and partner ports
- Key route **connecting Central Asia and Western** countries

Port of Baku is the first green port in the Caspian region





Thank you for your cooperation!

Gebr. Heinemann SE & Co.KG

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